

U.S. Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>			Application Number: <b>10/748,870</b>		
			Filing Date: <b>December 29, 2003</b>		
			First Named Inventor: <b>Jeffrey A. DEAN</b>		
			Group Art Unit: <b>2178</b>		
			Examiner Name: <b>Wilson W. Tsui</b>		
Sheet	<b>1</b>	of	<b>2</b>	Attorney Docket No.: <b>Google-35APP (GP-090-00-US)</b>	

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	BA	5,724,521	03/03/1998	Dedrick	
	BB	5,740,549	04/14/1998	Reilly et al.	
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	BQ	95/001,061		Reexamination of Stone et al.	
	BR	95/001,069		Reexamination of Stone et al.	
	BS	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
	BT	WO 97/21183	06/12/1997			
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	BW	CA 2,439,949	9/19/2002	The Excite Network, Inc		
	BX	WO 02/091193	11/14/2002	International Business Machines Corporation		

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	BY	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994	
	BZ	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995	
	CA	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997	
	CB	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997	
	CC	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997	
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	CJ	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999	
	CK	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 <sup>nd</sup> Ed., John Wiley & Sons, 1999	
	CL	K. Tateishi et al. "Opinion Information Retrieval From the Internet," <i>Internet System Research Laboratories</i> , NEC Cop., July 16, 2001, Vol. 2001, No. 6, pp. 75-82	
	CM	Communication for European Patent Application No. 04 715 709.4 - 2201, mailed on June 27, 2006 (4 pgs.)	
	CN	Notice of Preliminary Rejection for Korean Patent Application No. 10-2005-7015984, mailed October 25, 2006 (3 pgs.) with translation (3 pgs.)	
	CO	Notification of Reasons for Rejection for Japanese Patent Application No. 2005-518883, mailed November 13, 2007 (3 pgs.) with translation (3 pgs.)	
	CP	Canadian Office Action to Canadian Patent Application No. 2,516,818, dated November 4, 2008 (9 pgs.)	
	CQ	Decision of Rejection for Japanese Patent Application No. 2005-518883, mailed January 6, 2009 (2 pgs.) with translation (2 pgs.)	
	CR	Examiner's Report No. 2 on Australian Patent Application No. 2004216795, dated February 4, 2009 (2 pgs.)	
	CS	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073	
	CT	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061	
	CU	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069	
	CV	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068	
	CW	Statement Regarding References in 1449 Form	

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